

“Switched On Marketing”

For Marketing Leaders

Duration: 1 day workshop
Fee: \$295.00 (including lunch and refreshments)
Facilitator: Jenny Hemmings

This program is designed to focus on the role of Marketing in positioning and leading your business in a dynamic and challenging marketplace. The program focuses on the role and value of marketing and its application and evaluation. The program involves interactive workshopping through a series of workable steps and provides a framework for an updated marketing plan and actions.

Learning Outcomes

- The role of Marketing in sustaining and building a business
- The current situation and the goals desired
- The customer/client profile and opportunities
- Your businesses advantages and disadvantages – the SWOT analysis
- What sort of marketing will suit your business?
- Setting out an updated plan
- The value of evaluating your marketing results
- Updating your planning based on results.

The content of this professional development course includes:

- Marketing and how this investment impacts on results
- Your enterprise type and culture and how you market to align with this
- The benefits of management and staff ownership of the Marketing Plan
- Supporting your marketing approach with your business systems.

*The fee of \$295 dollars is for individual Managers and Supervisors who wish to attend a public course. Arrangements can be made for workgroups or associate groups of Managers and Supervisors.

*This one-day program is part of a suite of programs for businesses striving for Communication and Service Advancement. It is one of a series of 6 workshops. Involvement of your business in the Qualifying Program can provide benefits as an Associate Member Business of “**Switched On Business Services**”.

“Switched On Business Services”

This Business Customer Focus Development Program comprises a 4 to 6-step training program that integrates both Managers and Staff into a framework of continuous improvement. On completion of the Qualifying Program the Business may use the “Switched On Business Services” logo as part of their promotional activities.

The “Switched On Business Services” Workshops:

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| 1. Communication Bridges | Managers and Supervisors |
| 2. Building Customer Service Teams | Managers and Supervisors |
| 3. Switched On Marketing | Managers and Supervisors |
| 4. Switched On Communications | General Staff |
| 5. Switched On Customer Service | General Staff |
| 6. Switched On Goals | General Staff |

The Qualifying Program

Maxwells Services is committed to assisting with business development. Businesses who are actively involved in developing a minimum of One of their managers in 2 “Switched On” Managers workshops and a minimum of 2 staff members in 2 “Switched On” Staff/Team workshops each and demonstrate the follow up research, planning and actioning of development activities are completed by these members may apply for the “Switched On Business Services Enterprise Award and window sticker.

Switched on Business Services is a member of the Maxwells Services Group of Businesses.

“Your Success is our Goal”